Note for Neidle, Bruce

From: Neidle, Bruce

Date: Thu, Feb 6, 1997 8:44 AM

Subject: FW: WalMart POG Data

To: Miller, Kevin

Cc: Fuller, Stuart; Vasquez, Steve

File(s): Walmart-Cluster Volume/Shares-4

Kevin,

Enclosed please find the final part of your request which provides the volume and share by packing and the corresponding pack & carton UPC's segmented by each of the seven clusters.

Please note the following:
• To meet your deadline this report was produced at "warp" speed. Accordingly, it has not undergone stringent quality checks. We will continue to review the information and let you know if we uncover any concerns.

• There are a number of packings which have multiple pack & carton UPC's. These are denoted with asterisks on the main worksheet and there are separate worksheets in the workbook with additional detail on these packings.

• The share & volume information is based strictly on actual STARS shipments to retail during the 26 week period ending 12/28/96. No adjustments have been made to account for RJR or other manufacturers requirements.

• A quick glance at the numbers suggest that Marlboro should be entitled to nearly a 9 point increase in its allocated space (Marlboro's overall share was 35.1 during the initial POG's and it is now 44.0).

• The enclosed file is in a MAC readable format. Please let me know if it needs to be converted to Window/PC for PIA.

Source: https://www.industrydocuments.ucsf.edu/docs/zxmn0004